

PRE-ANALYSIS

Tone: The Strategy is to keep a formal tone due the seriousness of our topic, under the assumption that an overtly casual tone would discourage participation by diminishing the gravity of the issue we are trying to highlight.

Design: InformationGraphics. We are going to take inspiration from GraphicNews.com and use Pixelometer (Mac) a variant of adobe photoshop for this task. The graphics design is based on the most “relevant” statistics from credible sources (like the HumanRightsWatch and United Nations) , most profound “quotations” , “catchy” statistics, Hi Res photographs depicting the war torn country, and the lead “actors” of the war (important largely due to the fact that the conflict is multi-faceted with multiple regional players (Saudi Arabia, Turkey, Iraq, Israel) and major powers like the US (Nato), Russia, the Syrian Regime, and rogue elements notably the Rebel Groups and ISIS.

Goals: Our primary goal is to raise awareness on the humanitarian front and secondary goal is to create space for a dialogue on the conflict itself, largely due the aforementioned issues, and if a credible policy can be

shaped to better address as complex an issue as a multi-pronged international conflict.

Hashtag: The air raid of Monday September 26th conducted by the Russian airforce on Aleppo, is to be our focal point for this Social Media Strategy. From the early reports, there has been significant human death toll reported from by the western media outlets as well as Aljazeera. The hashtag we will employ is #WakeUpAleppo. There current trending Hashtag #SyrianLivesMatter is also extremely relevant to our cause, therefore we may interject our content on this hashtag on twitter as well.

Strategy across networks: Basically our infographic will stay the same across Facebook and Twitter, barring resolution; we will create both high and low resolution images of the same content. In our assessment a targeted and focused message should be delivered to the audience to stir a natural response. We will employ other tools like online polls to gage the response of Facebook, especially keeping in mind that social space could be an impersonal space and some people would likely feel comfortable contributing to a poll over voicing their opinion on a military conflict.

GOING LIVE

Behind the Scenes:

Monday:

Twitter: **Salman** created the twitter hashtag **#WakeUpAleppo** & introduced the infoGraphic on **#SyrianLivesMatter**



Salman Ghumman @seghumman · Sep 28

I am trying to get the word out on #Syria. Please like or retweet if you feel conscious about this issue.

#Syriacrisis

#SyrianLivesMatter



Twitter activity cont ...

Arif Rafiq follows



Mayor K @MayorKhairullah · 27 Aug 2011

عاساس كان راح يكون بركان بحلب قام صارت هزة أرضية زلزلتو لبشار بالشام
#Syria #WakeUpAleppo #DamascusRising



Salman Ghumman @seghumman · Sep 26

It definitely isn't for the general audiences which is busy watching the
#debatenight The indifference is appalling@Journor_Raj
#wakeUpAleppo

Raj Kaur Bilkhu @Journor_Raj

A difficult yet gripping watch. We'll never understand the pain and suffering
of the people in #Aleppo #AleppolsBurning twitter.com/bbcp panorama/st...



Salman Ghumman @seghumman · Sep 26

Indeed a moment of utter disgrace for humanity in general.
@Cairo67Unedited
#AleppolsBurning #wakeUpAleppo



Amr Khalifa @Cairo67Unedited

The world must bow its head in shame.
Mother & child. #Aleppo #AleppolsBurning



Twitter activity cont ...



Salman Ghumman @seghumman · Sep 26

Is that sarcasm or genuine sentiment. @slicedtomatoes

#AleppolsBurning #wakeupAleppo

gordon horspool @slicedtomatoes

#Panorama #AleppolsBurning the people dying are our brothers and sisters



Salman Ghumman @seghumman · Sep 26

Interested in how much of #AleppolsBurning would be covered in tonights
#USPresidentialDebate #WakeUpAleppo.

Nelufar Hedayat @Nelufar_H

WARNING: GRAPHIC Oh God. What can I do? I wish there was something I could do, now. History will judge us for this. #AleppolsBurning
twitter.com/michaeldweiss/...



lyse doucet and 4 others follow



Daniel Nisman @DannyNis · 3 May 2012

#Assad forces chase protesters back to their dorm rooms and beat them- after shooting four dead. #WAKEUPALEPPO



FACEBOOK:

Wednesday: **Posing** went live on AdilKhan's Timeline



AdilKhan Shashdavletov

September 28 at 3:39pm · Vancouver · 🌐

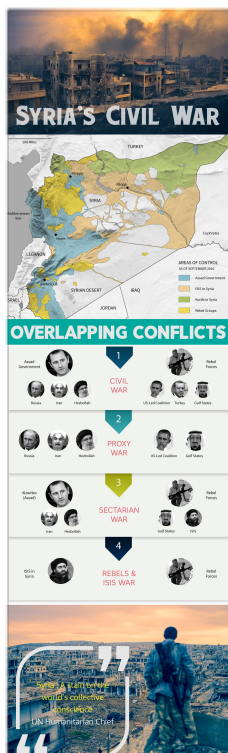
Hello friends! This is an infographic that we created on the Syrian War. The link (<https://www.facebook.com/l.php....>)

Salman E. Ghumman, Henry Honibaz Shum are my partners for this project.

On Monday Sept. 26th., the Syrian city of Aleppo was heavily bomb by Russia and the Assad regime. It resulted significant civilian casualties (a large number of them were women and children). This happened despite a ceasefire which was brokered between the US and Russia.

Please provide your thoughts on the infographic and who do you think is responsible and what are the possible motives.

Thanks in advance!



This is a low resolution screen shot of our InfoGraphic.

For High Resolution Please visit:

<https://www.dropbox.com/s/u3n1q xuwr8c7hs2/Syrian%20War%20Infographic.pdf?dl=0>

Thursday

Response: Comments & “dialogue”



Vasillii Triandafilidi Is there any reason you guys didn't include Kurdish forces? At a certain point they were a formidable force fighting against Turkey and ISIS.

Like · Reply · 1 · September 29 at 9:23am



Salman E. Ghumman Very pertinent point Vasillii. Turkey's engagement in this war is largely a factor of Kurdish-Turkish conflict. PKK has not directly aided or abetted ISIS in fact contrary to popular belief Kurds accuse Turkey of using the US-led coalition against IS as a cover to attack the PKK in both Turkey and Iraq.

Like · Reply · September 29 at 2:26pm



Vasillii Triandafilidi Since I couldn't choose multiple options. I would say the biggest blame to be the countries that support terrorism like Saudis and Qatar. They did that with Chechnya Al Qaeda and now doing it in Levant. The second: US that got into the whole middle east thing thanks to the brightest and most petulant of the presidents George Bush and created political chaos. They started with Iraq creating half a vacuum, then after doing that in Syria they created vacuum^2 -> Isis was born. If it wasn't for Russia and Iran (pursuing their own interests as well of course) the Assad regime would have fallen. All alawites would be sloghered, Isis would have had ports and could have sold oil to everyone, not just Turkey. Now its hard to say who does right who does wrong, since everything is getting super complicated. And the lesson that one can get from this crisis: sometimes the worst dictators can be better than political chaos created after overthrowing them.

Unlike · Reply · 2 · September 29 at 8:57pm



Salman E. Ghumman You seem to have a very good grasp on the regional dynamics the issue Vasillii. Your point is well taken that unlike Saddam and Qaddafi, Assad played his cards right by keeping an alliance with Russia and Iran. Dictators are prone to having their ego get the best of them; Assad in this case saw the larger game being played in the region and consolidated his control over Damascus at the expense of Raqqa and Aleppo.

Like · Reply · 1 · Yesterday at 1:58pm

FB comments ...



Henry Honibaz Shum Thank you Nate for the reaction.

Like · Reply · September 28 at 4:38pm



Salman E. Ghumman The infographic lists different actors of this war. While we want to highlight the plight of the Syrian refugees, we are also interested in political dimensions of this war. We will shortly have a poll about this topic and will also ask you to comment ... [See More](#)

Like · Reply · 1 · September 28 at 10:53pm · Edited



Mitch Hulse Salman - is there a word limit to my comment in the poll? heh.

Like · Reply · September 28 at 7:51pm



Salman E. Ghumman Mitch Hulse lol.. the poll isnt up yet. These questions are designed to spark an "organic" conversion ... amongst non-policy folks.

Like · Reply · 1 · September 28 at 10:58pm · Edited



Write a reply...



Henry Honibaz Shum UBC MPPGA

Like · Reply · September 28 at 5:43pm



Henry Honibaz Shum MPPGA 2016

Like · Reply · September 28 at 5:43pm



Mitch Hulse Nice infographic, ya'll - I like the overlapping conflicts section and especially relevant with UNGA just concluding this past weekend.

Unlike · Reply · 1 · September 28 at 7:50pm



Andrés Delgado-Ron I would say I like how the facts at the end explain the conflict but, wouldn't it be better if one could share each one of those hashtagged images individually?

Unlike · Reply · 1 · September 28 at 9:47pm

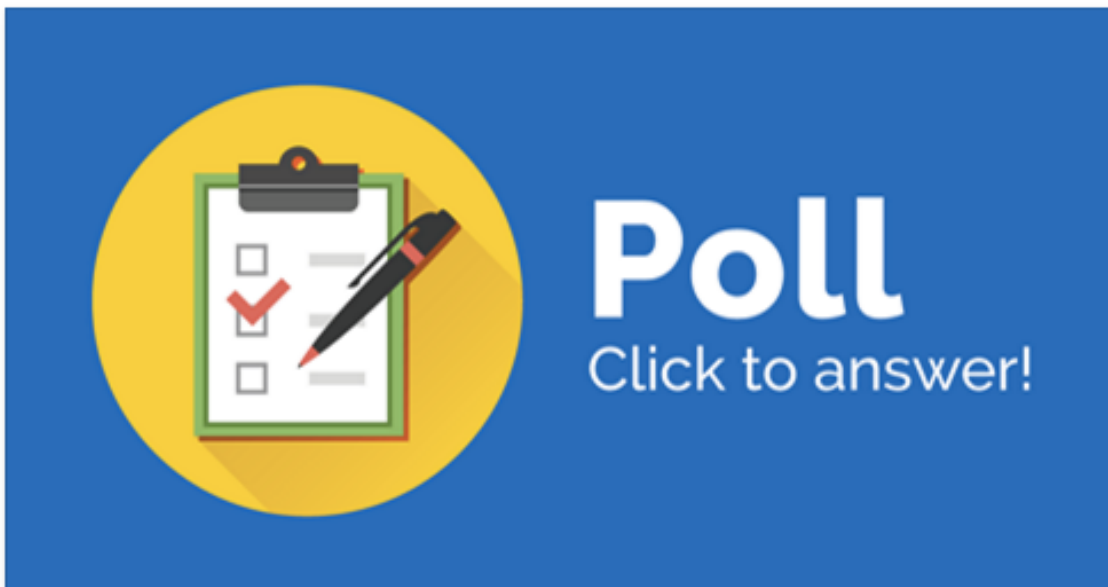
Online Poll # 1¹:



AdilKhan Shashdavletov

September 29 at 5:04pm · Poll · 🌐

Thank you for agreeing to take a part in this important survey about the War in Syria. Today we will be gaining your thoughts in order to better understanding who is responsible in the Conflict.



The Syrian Sivil War

Click the image to voice your opinion!

[POLL.FBAPP.IO](https://poll.fbapp.io)

👍 Like

💬 Comment

➦ Share



Henry Honibaz Shum and 3 others

¹ The results of this poll are in the “Post Analysis”

Online Poll #2²

The screenshot shows a Facebook group interface. On the left is a sidebar with the group name 'Documenting war crimes in Syria' (توثيق جرائم الحرب في سوريا), a 'Public Group' status, and navigation links for Discussion, Members, Events, Photos, and Files. Below these are shortcuts to other groups like 'MPPGA 2016', 'Game On', 'UBC MPPGA', 'Salim Akbar Cricket Club', and 'Documenting war crime...'. The main content area features a cover photo of a person's eye, a 'Write Post' section with options to add photos, videos, or polls, and a 'RECENT ACTIVITY' section. The activity shows a poll created by Henry Honibaz Shum on September 28 at 4:24pm, asking 'Who should be held responsible for the current crisis in Aleppo?'. The poll has six options with corresponding vote counts.

Option	Votes
<input type="checkbox"/> Syrian regime	+6
<input type="checkbox"/> Pro-regime countries that supplies arms to al-Assad (like Russia)	+2
<input type="checkbox"/> US government (inaction to regime war crimes)	+1
<input type="checkbox"/> Rebels	
<input type="checkbox"/> Pro-Rebel country that supplies arms to the Rebels (like Saudi)	
<input type="checkbox"/> Other (please specify in the comments)	
<input type="checkbox"/> Add an option...	

² The results of this poll are in the “Post Analysis”

Comments on Online Poll #2 :

Documenting war crimes in Syria

توثيق جرائم الحرب في سوريا

Public Group

Discussion

Members

Events

Photos

Files

Search this group

Shortcuts

- MPPGA 2016 1
- Game On
- UBC MPPGA 2
- Salim Akbar Cricket Club
- Documenting war crime...
- See more

2

Kristel Chouity If u have a politician mind...u will find out who s destroying Syria I have a point of view but I can't say it cuz we rent living in the world of democracie!!!
Like · Reply · September 30 at 12:09am

Mohamed Khalil what you mean by "rent living"
Like · Reply · 11 hrs

Kristel Chouity Is te government of Syria is democracie?? Can they talk about the truth loudly who is killing them who is destroying them who is making them cry who is making them suffer???can they talk off course no cuz they re afraid of telling the truth
Like · Reply · 11 hrs

Kristel Chouity In my opinion it's Russia
Like · Reply · 11 hrs

Mohamed Khalil Russia would not be able to do anything without the invitation of the Syrian gov.
Like · Reply · 10 hrs

Kristel Chouity In ur opinion???
Like · Reply · 10 hrs

Mohamed Khalil mine and respect yours as well, I mean there are things we don't know so killing the Syrians and destroying Syria is the only fact we have now...agree!!!
Like · Reply · 10 hrs

Kristel Chouity I don't agree with u Mohamed Khalil I know that u re cleaver and smart enough to know the truth...agree!!!
Like · Reply · 10 hrs

Write a reply...

Kristel Chouity Ur opinion is....
Like · Reply · 10 hrs

Mohamed Khalil Assad is responsible because he is the president
Like · Reply · 10 hrs

Mohamed Khalil what is the truth
Like · Reply · 10 hrs

Kristel Chouity Ok....I respect it
Like · Reply · 10 hrs

POST-ANALYSIS

Our topic of focus was on the current crisis in Aleppo, Syria, where a part of the city besieged by rebel forces had recently experienced aerial bombings resulting in high civilian casualties. To see how people responded to the crisis, Salman tweeted about Aleppo bombings with hashtags **#WakeUpAleppo** and **#debatenight** (trending worldwide on Sept26th) to see if it would even be mentioned during the first US presidential debate between Clinton and Trump. It barely garnered any attention. There was little to no reaction³ after several more tweets on hashtag **#AleppoisBurning** (one of which was shared by Henry on his Facebook Timeline).

We figured that we may be able to gain more attention by creating polls on Facebook. since clicking on a poll option takes considerably less effort than replying to a tweet. We also posted our **infographic** on AdilKhan's Facebook timeline that outlined the conflict in Syria. As expected, it generated much more reaction than the tweets made by Salman, possibly due to the fact that Salman's twitter followers were inactive (or indifferent to the issue) while AdilKhan's Facebook friends were active. Henry posted a poll in a Facebook group that specifically focused on discussions with regards to war crimes in Syria. asking "Who should be held responsible for the current crisis in Aleppo?" with the options: 1.Syrian Regime, 2.Rebels, 3.Pro-Regime countries that arm the government, 4.Pro-Rebel countries that arm the rebels, 5.The US for its inaction to regime war crimes, and 6.Other parties. AdilKhan posted a similar poll on his Facebook Timeline.

In Henry's poll, there were barely any reaction emoticons to the poll, but it generated a conversation between the group's admin (Arab speaking London resident) and one of the group's members (from

³ A summary of all metrics are tabulated in Table on page 17

Lebanon) disagreeing about who should be accountable to the current Aleppo crisis. While the group admin agreed with most the poll voters that the Syrian regime should be held responsible, the other member thought that it was Russia's fault, and also implied that if we directly asked the people in Syria that question, we would not be able to get an accurate response because the people there felt the reprisal for making political statements. The conversations were organic and required no prodding from the person who created the poll.

In Adilkhan's poll, there were many more reaction emoticons, but we had to specifically ask people to not only vote in the poll, but comment on what they thought about the current crisis in Aleppo as well. Most of the votes in the poll pointed the finger at the Syrian regime. Only one person (a Russian friend of Adilkhan) took sides in the comment section after Salman responded to his question of why the Kurds were an option in the poll. He explicitly blamed Saudi and Qatar for sponsoring terrorism, and also called out the US for interfering with the political affairs of the Middle East. He also implied that if the lack of a dictator creates continuous political chaos in a country, then having a dictator in power is better than no dictator. In the case of Syria, he felt that without Assad in power, the minorities protected under him (like the Alawites) would be slaughtered by the rebels.

Although these posts generated a limited quantity of conversation, it did bring up different perspectives on the Syrian Civil War.

Unsurprisingly, the Arab commentators outside of Syria attributed the current crisis in Aleppo to the Syrian regime, as most media focus on the fight between the mainstream rebels (ones who are neither Kurds or parts of the Islamic State) and Assad's forces, has been on the Assad regime's war crimes, while the Russian commentator placed responsibility on the US and outside Arab influence for fuelling the conflict.

Our social media experiment made us understand the need to use different platforms (in this case, Twitter and Facebook) as well as different methods of inducing the audience to react to an issue and/or

comment about it. Simply using hashtags for Aleppo wasn't enough because no one in our group were internet celebrities. We had to go to both a Facebook group and a person's individual Timeline to collect opinion on the Aleppo crisis. The quality of the conversation was more in depth for Adilkhan's poll than Henry's poll, possibly because the person responding to Adilkhan's poll is already Facebook friends with Adilkhan, which implied that he was more comfortable with offering a detailed and honest opinion. This highlights the importance of the strength of social networks in drawing attention to an issue. With people who share common interests with you, responding to your comments would be a natural reaction for them, over not responding to comments from a complete stranger.

The results from the two online polls as well as our collection and analysis of the metrics are below:

Poll #1 Results : On AdilKhan's FB Timeline

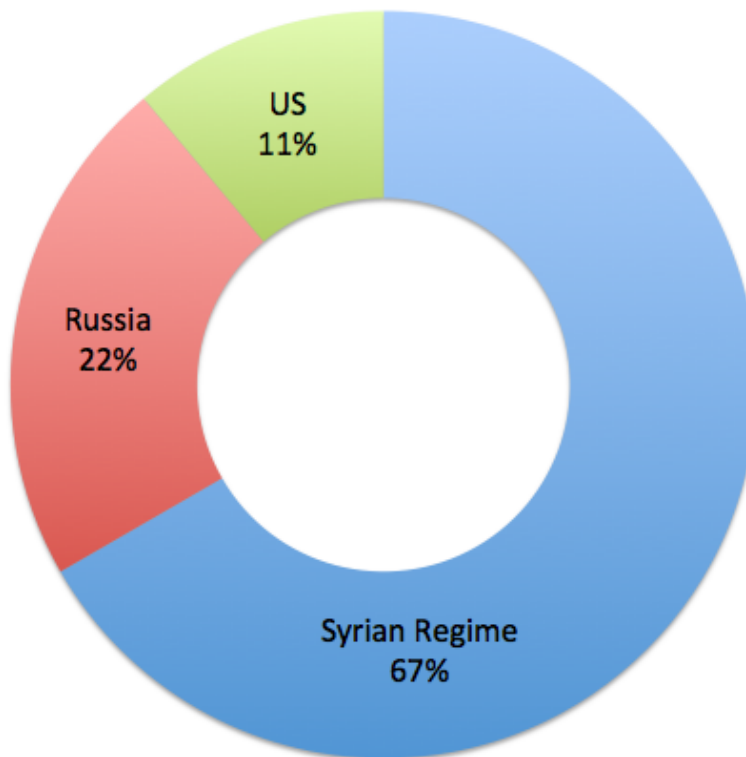
Who should be held responsible for the current crisis in Aleppo?



50% Syrian regime 17% US government (inaction to reg...
17% Pro-Rebel country that supplies... 17% Other (please specify in the c...
0% Pro-regime countries that supp. 0% Rebels

Poll #2 Results : FB Group Documenting War Crimes in Syria

"Who's Responsible?"
Online Poll on FB Group: Documenting War Crimes in Syria



**TOTAL
SOCIAL
MEDIA
METRICS**

Twitter Posts by Salman	
Tweets	4
Likes	4
Retweets	2
"@" Notification	3
Group Infographic posted on AdilKhan's Facebook Timeline	
Likes	9
Wows	2
Sad Faces	1
Comments	15
Comments specifically discussing the Issue	5
Comment Relevancy Ratio	$5/15 = 33.33\%$
Total Word Count of Comments	572
Total Word Count of Original Post	97
Post Efficiency Ratio	$\sqrt{572/97} = 2.43$
Group Poll on AdilKhan's Facebook Timeline	
Likes	3
Loves	1
Comments	0
Comment Relevancy Ratio	N/A
Total Word Count of Comments	0
Post Efficiency Ratio	N/A
Group Poll on a Facebook Group regarding the Syrian Civil War:	
Likes	2
Comments	12
Comments specifically discussing the issue	6
Relevancy Ratio	$6/12 = 50\%$
Total Word Count of Comments	178
Total Word Count of Original Post	11
Post Efficiency Ratio	$\sqrt{178/11} = 4.02$